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Semarang, 28 Maret 2016

(Eliezer Yudha Nattan)
NIM : 14.J2.0076

**ANALYSIS ON PRODUCT AND SERVICE QUALITY PERCEIVED BY
CUSTOMERS TOWARD CUSTOMERS' SATISFACTION AT CAFÉ
WEDANGAN MOOEI IN SEMARANG**

A THESIS



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**A Thesis Presented as Partial Fulfillment of the Requirements to Obtain the
Sarjana Sastra Degree in the English Letters Study Programme**



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By:

Eliezer Yudha Nattan

Student Number: 14.J2.0076

Approved By:

Emilia Ninik Aydawati S.P., M.Hum.

January 13th, 2016

Major Sponsor

Sandy Arief S.Pd, M.Sc

January 13th, 2016

Co-Major Sponsor

**A thesis defended in front of the Board of Examiners on January 13th, 2016
and declared acceptable**

BOARD OF EXAMINERS

Chairperson : Emilia Ninik Aydawati S.P., M.Hum.

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Semarang, January 13th, 2016

Faculty of Language and Arts

Soegijapranata Catholic University Dean,

Angelika Riyandari, Ph.D

NPP.058.1.1996.201

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ABSTRACT

Business is always about getting profit from the customers. Hence, a company should make its customers satisfied. Some believe that to make customers satisfied, a company should have good product or service quality. Therefore, having quality product or service is one thing that business should do. In order to know the quality of the product or service, we should know how customers perceive the product or service. This study is a quantitative study which is purposed to know how the quality of products and services in a company is and its relation to customer satisfaction. The object of the study is *Café Wedangan Mooei*. As the number of cafes in Semarang is growing, *Café Wedangan Mooei* has to keep running by having its customers satisfied with them. The study analyzes how people perceive the quality of product and service of *Café Wedangan Mooei*. Moreover, the relation between product and service quality toward customer satisfaction is also analyzed in this study. The results of the study are: the service quality of the café is on level of average; the product quality of the café is on a level which is a little bit higher than standard level; and there is relation between product quality and service quality toward customer satisfaction. The correlation coefficients are 0.788 and 0.777. Their relation is considered as a strong relation

ABSTRAK

Bisnis selalu berkenaan dengan mengambil untung dari pelanggannya. Untuk itu, sebuah perusahaan harus bisa memuaskan pelanggannya. Menurut beberapa ahli, untuk membuat pelanggan puas, perusahaan harus memiliki produk atau jasa yang berkualitas. Hal itu berarti bahwa memiliki produk atau jasa yang berkualitas adalah sesuatu yang harus dilakukan oleh sebuah perusahaan. Dalam mengetahui kualitas produk atau jasa, diperlukan pandangan konsumen mengenai produk atau jasa tersebut. Penelitian yang dilakukan adalah penelitian kuantitatif yang bertujuan untuk mengetahui bagaimana kualitas produk dan jasa sebuah perusahaan dan hubungannya dengan kepuasan pelanggan. Objek penelitian kami adalah *Café Wedangan Mooei*. Dengan bertambahnya jumlah kafe di Semarang, *Café Wedangan Mooei* harus tetap bisa berjalan dengan memuaskan pelanggannya. Penelitian ini akan menganalisa pendapat pelanggan mengenai kualitas produk dan jasa dari *Café Wedangan Mooei*, dan juga hubungannya dengan kepuasan pelanggan. Hasil dari penelitian ini adalah sebagai berikut: kualitas servis dari kafe tersebut berada di level tengah; kualitas produk dari kafe tersebut berada sedikit di atas dari level tengah; dan terdapat hubungan yang kuat antara kualitas produk dan jasa terhadap kepuasan pelanggan. Angka koefisien dari hubungan tersebut adalah 0.788 dan 0.777. Dengan demikian, hubungan antara kualitas produk dan kualitas jasa dapat terbilang sebagai hubungan yang kuat.